Dear Howard, 10/4/75

Our letters crossed. Yours of the 29th came yesterday. It was a day that began well and ended badly. I'm awaiting better light and the coming of the mail to do what must be done before we can start shooting Post Mortem Monday. It will take an estimated stwo days. I hope no more! So I won't be here to catch your show. Lil will. It is probably the show that used to be done but a phoney liberal stuffed shirt (from his staff and one conversation with him) named Schenker. I used to do it often when other men did it. It is on Ch 13, Westinghouse (ABC). It can deliver.

I'm glad you did the Alan Dale show. He is an old liberal pro/ If your published had books on sale in his area you sold some. If there were no book, he got a worthwhile experience. One of the easier ones except fileding nut questions. And that is a separate worthwhile experience.

I have trouble figuring your publisher out unless there has been another edition. With distribution and no promos all he printed should have sold out. Maybe he has decided that with the recent attention there are commercial possibilities. For what it is worth I'll give you my opinion so it may be of help if valid.

He doesn't know his business. Go on the assumption he is making a last-minute effort to learn it. He'd never submit a book with an original 2,000 print to a reprinter if he knew what he was doing. Reprints sell on the attention the hardback gets except in unusual cases.

My hunch is that the outfit is run by an academic type who could not make it in commercial publishing or one without any experience in commercial publishing. The most casual knowledge of the political situation should have impelled not less than a 5,000 print of your book and a wise publisher would have run the financial risk if he were not well financed of either a larger first print or one dated in advance and published a the ame time of half of it and then pushed a little. Minimal effort in New York and Philadelphia would have sold 5,000 copies out in no time <u>if the book had been in good distribution.</u> Those who stock books are sometimes influenced by the subject and author but more often by their reading of the publisher and what he will do with the book. This is how they figure their sales potential. In most cases they are right. In your case this would have been less true. Your bad timing was good timing because there was no other new book on the subject on commercial sale and I suspect no other one at all. With a little push the sale would have been fantastic. It is that good a book. And you'd have had commercial monopoly. And publisher who doesn't know this is a dumdum.

Unless they have special arrangements for sales opportunities in the Baltimore area taking you there is equally nutty. More so. They's have done better to book you in either Miami or Philadelphia and your age alone would make it easier to get you on the air in either-ant-city. Not many people your age come out with solid works. Wither would have cost him less. He could have saved enough over his Baltimore costs by chosing Philadelphia to pay for a trip to Miami, which is a one-day trip and involves no motel expense for you.

If he knew anything about promos and had books on sale-without which he wastes his money and effort-he'd have had you on phone-in radio. Perhaps they just have no sales and promo experiences.

In terms of your own needs, unless there is something that doesn't show now, just accept the situation and get what benefot other than sales you can from it. Doing the shows is good experience, especially for a budding lawyer.You were wise to give up the work income to concentrate on studies. Make the same choice with your book unless there seem to be these new experiences which you are not and can't be taught. They are worthwhile and one or two doesnot give you all the valuable experiences.

However, in your decisions be aware that your book has other commercial possibilities and be ready to make the decisions that are possible if there seem to be within reach.

It is a fine work that has its own great merit (and I'm not just talking about a good book on the subject) and great sales pitential if the right kind of effort is made. It is comprehensible, one of the very easiest to understand. It has a more limited focus, which is a merit. And it is not as obviously nutty as Eeberman's or at all extreme. Here the existence of his would help a good p.r. person.

There are companies that specialize in just selling books, publishers who distribute for others, so your book can still be sold. It will not go out of date soon and Congressional recognition could and should shell it. Congress has recognized the subject as one needing some attention.

So, maybe something can happen yet. Be ready for it. All the stuff in the papers recently should have turned your publisher's treasurer on if nobody else there.

There are inexpensive things they can do. Be alert and if you see signs you think I can interpret, let me know.

However, your decision to concentrate on school is wise and should predominate except where you get other than financial reward for what takes time from it.

What happened here is that Lil calculated wrong on the size of the index, which she did on strips, a good idea in itself that worked out badly because of the way it was done. She miscalculated by two whole pages, which confronted me with a serious problem in an emergency situation. At the same time the damned waxer started leaking like hell so I have two messes to contend with simultaneously. In order to get the whole think done before I have even more trouble with the waxer and because she knew the index and I didn't I asked her to come in and help. Her unrecognized need to be at cross-purposes made nedless new problems the most serious of which was telling me that something I would be overlaying was such a correction when it actually was an excision. By the time she saw this I had worked far ahead, having determined to get the whole thing pages and then post corrections with cement. This meant undoing, an impossibility, or remaking the page, which I decided to do even though it would look bad. But the whole thing was a real emotional strain. After I calmed down, which was then I had the last page made up, I decided to seek and did find another way out. However, because of her calculations I have a much less attractive index. She calculated that it ran so close I dared not even separate the letters of the alphabet, as I would have and could have. I began with the understanding that I had a half-page in the appendix to eliminate and wound up with two and a half to fill that can't be in the index. I think I have the solution but the first think will be checking every damned page, the pagination. I have no reason to expect error but it will be too late to correct one when to start shooting. Then I have corrections, typos, in the appendix notes. After I'm satisfied it will not be difficult to fill the space with relevant documents to which the reader will be guided by the existing index. The two pages will be on the long note on the preceeding page, so the material will be found easilt enough.

If nothing else is wrong all the real mechanical work that will take time will take little, renumbering the appendix pages (21). The other work would havehad to be done anyway. All this was trying for Li,, too, so I'm letting her sleep late.

In appearance this book will be the biggest mess yet. I taken comfort from content only. I can't explain why she insisted on running over the right-hand margin but it is almost certain that to compensate we'll have to reduce a fraction more. I've solved this for the future. I811 be able to get a new machine on which we'll type actual size in the future. I've arrangements for the work that will pay for it.

Don't worry about the Belin request if you and Duane don't have the time. My thought is that once will be enough for Belin and I want that once to be a real one. Little touches like giving him or the moderator the actual pages to read can be very effective. But I won't need it. I wont be able to do any preparation other than gathering stuff up before I leave and unless there is a change I'll go to Chicago, Stevens point, Chicago, Nashville (ray) and then to the debate. It will be pushing. Thanks and best to you both. Hope your publisher's belated effort means something.